

## Abstract of the Disclosure

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5 A researching method and researching system for interests in commercial goods by using electronic catalogue including interactive 3D image data, whereby an electronic catalog including 3D display images are prepared for providing of same via internet web sites or e-mails and view record of client (control signal from client) is observed relative to particular 3D display image of a viewer who has viewed related electronic catalogue, and as a result of analysis on observational result, comparative research is performed on client reactions against respective publicized commercial goods and preference of clients, wherein a identification code is provided to groups of images for being alternatively displayed to produce a 3D display effect, thereby allowing the viewer to directly control an alternative display effect and to view the groups of images for recording on a storage apparatus at server side; a control tag is added for a client to directly control display effect for the groups of images and preparing electronic catalogue documents so that the groups of images having controllable display effect can be insertedly displayed; the prepared electronic catalogue documents provided at a state where client can view same; a display control signal is collected, classified and recorded when the client views the electronic catalogue documents and transmits a display control signal for controlling the display effect against 3D display images which are groups of images

for being insertedly displayed at the electronic catalogue document to create the 3D display effect; and preference against goods displayed on related 3D display image is analytically evaluated based on record relative to display  
5 control signal from client who has viewed the catalog documents.